

IMPACT OF THE COLLABORATIVE ECONOMIC MODEL AND ITS CHALLENGES AT THE INTERNATIONAL LEVEL

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Abstract

The CE collaborative economy encourages the exchange of both products and services for mutual benefit. This article presents a reflection on the impact and challenges that it generates nationally and internationally as an economic model of current consumption. The analysis is carried out through the results of the discussion document “Retos y posibilidades de la economía colaborativa en América Latina y el Caribe” (Buenadicha, Cañigueral and De León, 2017), through a qualitative design for performing interpretative descriptions. The delivered results show that this economic model, although it has regulatory limitations, basically as regards competition between companies; labor relations within the platforms; fiscal obligations, the protection of users and situations which occur in a digital environment, includes relevant aspects that favor progress and better conditions that lead people to live more peacefully; given that it affects factors that facilitate some everyday processes and tends to generate better living conditions. Likewise, it was found that this model transforms habits, lifestyles, consumer relationships.

Keywords

Collaborative Economics, Traditional Economics, Technology, Collaborative Consumption, Digital Platform

Introduction

The collaborative economy is born as a solution to the needs of society; influenced by the expansion of the digital world, which “refers to the new systems of production and consumption of goods and services that have emerged thanks to advances in information technology to exchange and share such goods and / or services through platforms digital ”(Sánchez, 2016, p.3). Hence, then, the general objective of this article, which is based on performing a reflective analysis on the effects and consequences that the collaborative economy generates in the traditional economy and in the labor competition of regulations, at national and international level; based on the results of the document entitled “Challenges and possibilities of the collaborative economy in Latin America and the Caribbean; This is achieved under the development of the following specific objectives: (i) to know the origins of Ce and its importance, (i) to identify the economic impact that the emergence of said collaborative model has generated (ii) to carry out an analysis of the more positive aspects of the Ce, (iii) to know the normative aspects of the CE and (iv) to analyze recommendations regarding the regulation of the Ec. These objective arises given that the traditional economy has been affected in a certain way with the emergence of Ce; And because today, in the economic context marked by the slowdown and international crisis, it is beginning to be noticed that the customs of consumers and that way of satisfying their needs are taking a different course; since there are many scenarios in which you no longer need to take possession of the property; since it is enough to have the possibility of accessing it to meet the needs, that is, the need to own something is changed for the possibility of sharing (Duran, Álvarez, Del Rio and Maldonado, 2016). From which it follows that due to all this revolution, the way in which people resort to solve their needs has been transformed into an exchange in which they benefit each other, sharing what is owned by an agreed compensation. Hence the importance of this article, which also lies in the fact that the analysis developed here contributes significantly to knowledge, for the understanding of the social reality that it contemplates.

The development of this article is also relevant, given that it allows us to highlight those most important aspects of Ce since its inception and know its reality, especially with regard to regulation and what has been achieved in terms of approval and acceptance; as well as the relevance of reconfiguring the regulations of the Colombian economic system, which allows distinguishing the different types of workers, including those of the Ec. In this regard, Sastre and Inglada (2018) argue that it is important not to consider the Ce as a substitute for the current system but as a complement that offers more opportunities and normalizes consumption patterns. Furthermore, with this accelerated economy, an ostensible fact is being evidenced with a justification, capitalism without control; which can become the solution to an economic recession; whenever the exchange can be exercised if necessary; in itself, it turns out to be a suitable complement from a renewal, economic, social and ecological perspective (Sastre and Inglada, 2018).

Direct collaboration between individuals seeking a common benefit has always existed; with barter as the best-known and oldest case; however, technological progress is what has allowed this collaboration to be considered as an economy, given that it has increased its presence and influence by several orders of magnitude (Bulchand and Melián, 2018). The concept of CE is inherent in civilization itself, since from the time of the industrial revolution until today, economic evolution has been around the idea that social collaboration contributes productive value, an idea that also occurs in the development of those own digital platforms of the EC, which have established in the last ten years a new collaboration model, which has turned out to be largely evolutionary and efficient, which has generated a real digital revolution. With the emergence of the new economic model, humanity faces a new phase in which the notion of exchange value in the market has begun to be replaced by that of sharing value in the context of collaborative digital platforms; thereafter, the field of commercial transactions has been oppressed; because technological changes are highly influencing the traditional economic organization (Domínguez, 2017). Additionally, it should be noted that "the transition from an economy based on the scarcity of resources to another characterized by abundance is particularly striking" (Domínguez, 2017, p.5).

Notwithstanding all of the foregoing, it is appropriate to highlight that the CE has faced countless obstacles to its implementation at the national and international level, basically due to opposition from traditional sectors that see the activities of this model as operators of unfair competition. For this and many reasons, it is necessary for the states to carry out reforms to the rules of the economic system, so that the CE can clarify its regulatory issue.

The document for discussion "Challenges and possibilities of the collaborative economy in Latin America and the Caribbean, is pertinent to be reflected upon, given that it has highly relevant and complete information on the topic of interest in this article and on relevant aspects of the collaborative economic model, such as the economic impact that the latter has generated, those related regulatory aspects and the challenges that Latin America and the Caribbean have faced. Although it does not have an investigative structure as such, it has duly supported and worthy of reflection information which ultimately leads us to analyze from different perspectives, refute and agree on the motivating issue.

The reader of this article will be able to find from then on a theoretical framework as the first section, which exposes those theories on which the writing is based, then and very importantly, can find the methodological description that describes the procedure and techniques used for its development. The reflection is comprised of four important parts: Firstly, the origin and importance of CE is described, so that the reader can learn about the emergence of this model, its economic impact, its characteristics and current conditions; and from there draw their own guesses. Subsequently, a positive analysis is made of said economic system, with the intention of making its favorable aspects known. Thirdly, the need arose to make a normative analysis of the Ec, given that there are many regulatory problems; therefore, it ends with a reflection and recommendations regarding its regulation.

1. Theoretical framework

Economic Theory of Development-School of Neoclassical Thought.

For the execution of this article, I have been propitious to take into account the economic theory of development, which has the purpose of scrutinizing the causes, forms and consequences of economic evolution and growth in poor or third world countries; and it is also a branch of economic science that deals with the problems of those undeveloped countries, with the policies and strategies that these states face, in order to face the difficulties (Petit and Gregorio2013). From this theory the school of neoclassical thought is contemplated, which summarizes the subjective and objective theory of value in a supply and demand scheme, in which the classic thought that the price of a product arises from the costs of production is combined with the novel discoveries of marginalism, thus ratifying the cost of individual utility (Boerger, 2016). Likewise, Boerger (2016) refers that according to the neoclassical school, the economy can be taken as:

An exchange economy in which rational actors with exogenously determined allocations of resources interact in markets. Those actors trade with each other because the interaction generates mutual utility. Productivity is conceived as the source of the economy's operation and the determinant of a nation's wealth (p.7).

The foregoing is pertinent for the purpose of this article, in the sense that it focuses on the way of distributing resources, as well as showing that neo-classicism in some way supports free trade as a promoter of economic development and as a way to take advantage of the comparative advantages of nations. Likewise, it focuses on the characteristics of CD, in the sense that there is talk of an exchange in which those rational actors who have assigned resources for their distribution opt for

mutual commercialization, so that the benefits are reciprocal. Thus, the neoclassical school is based on that thought that the value of products is an activity of the benefit and satisfaction that consumers grant it, likewise, the collaborative economy focuses on the neoclassical school, in the sense that it is based on the use of own property, the possibility of receiving an additional income by sharing the use of a property.

One of the most distinguished thinkers of the neoclassical school is Alfred Marshall, known as its main precursor and representative; since he agreed that economics was a dynamic and therefore evolutionary discipline. This author devoted himself fully to economic studies, and proposed research on international trade in the United Kingdom. His approach based on what is stated in the base document of this work, is based on the fact that his main task has been to explain and unravel those related effects of complex social situations, between people, organizations and countries; which generates value and utility to the participants in the market that concerns them; In itself, this author indicates that an economist must create analytical tools and at the same time teach how to use them to understand reality.

The neoclassical school is fragmented into three original currents with different concerns. The Lausanne School, established by Léon Walras (1834-1910), which is known as the school of general equilibrium; the English School created by William Stanley Jevons (1835-1882), which aims to execute a synthesis of previous economic thoughts; and, the Austrian School, founded by Carl Menger (1840-1921), who put the focus on subjective aspects; also the most favorable among all to economic liberalism (Heffes, 2013). In this regard, it should be mentioned that the essence of the economic problem for the neoclassicalists is basically based on the fact of pursuing those conditions by which the given productive services are traded, between competitive uses with favorable results in relation to the maximization of the satisfaction of clientele (Heffes, 2013).

Consumer Theory

The theory of the consumer is a branch of microeconomics through which the behavior of the consumer can be observed, the bases on which he decides the set of goods that are available to him for the satisfying their needs and thereby achieving the desired balance (European School of Management, 2018). This theory indicates that people try to achieve their well-being based on their budgets and thus organize their wealth to obtain a set of products or services that give them the greatest satisfaction possible; that is, people decide between what the market offers, the products with which they can achieve their maximum well-being based on their economic capacity (European School of Management, 2018).

- **The Utility Function:**

- The utility function as part of consumer theory that helps to understand consumer behavior is based on establishing a price for products according to consumer preferences, for which information is collected from customers (European School of Management, 2018).

In this element, it is possible that a decreasing relationship occurs when consumption increases: the greater the number of products consumed, the lower the utility or satisfaction perceived by the consumer. For example, after the textile box, the purchase of a T-shirt that provides great well-being, since the buyer does not have any available for winter, but as new garments are added, their satisfaction will be less (European School of Management, 2018. p. 9)

- **Collaborative Consumption:**

Collaborative consumption is understood as voluntary decisions between people from the same social environment who are prone to both sharing and leasing, providing, giving and exchanging products and services, that is, they are the same people who manufacture the product and provide the service, becoming competitors of habitual consumption, in which goods and services are manufactured and marketed by organizations or professionals (Antón and Bilbao, 2016). For his part, Ruiz (2017), maintains that the phenomenon of the collaborative economy is what has commonly been considered as barter between individuals; It also sustains the objective of doing business in collaborative economy models is not to share the underused resources but rather to acquire a position of advantage in the market; which can be done competing with other traditional sectors of the market and commerce; therefore, they should consider it as an opportunity with fewer losses than benefits; so that the pro-competitive effects of the markets can be increased, by solving supply and demand problems that the traditional sectors do not solve naturally.

There are many concepts that define the theory of collaborative economy, which require a root of the various ways in which they are used in everyday life. Hamari, Sjöklint and Ukkonen (2015) make it known as “a peer-to-peer activity based on obtaining, giving or sharing access to goods and services, coordinated through online community services”, (Page 7). For their part, Botsman and Rogers (2010) defined an economic model based on sharing, exchanging, commercializing or commercializing products and services, allowing access to property for a part of the population that is otherwise banned. Thus, Antón and Bilbao (2016) detected that collaborative consumption is understood as that set of voluntary initiatives among members of a community prone to share, provide, lease, give away or exchange goods and services; that is, it is the members of the community themselves who produce the good or provide the service, and who make up the traditional consumption in which both the good and the service are produced or provided by companies or professionals.

The collaborative economic model has its origins from 2007, a main root of three key events, such as (i) the economic crisis that occurs on a global level, (ii) the emerging generation of young people seeking experiences and that they were also detached from obtaining and owning goods, our dream is no longer based mainly on material and superficial aspects such as having a car in property but on the contrary is globally, which is intertwined with (iii) technological platforms and the excessive use of the internet; We need different companies to use these means to promote and persuade netizens to manage their relationships. These events contemplate different relevant aspects, stories as cultural, that have to do with the fact of using the internet and going to social networks as a means of interaction for the acquisition of experiences and social benefits; environmental aspects, given that there is currently a lot of awareness about sustainable development and other environmental elements; technological aspects, since the internet is widely used, this being the channel through which millions of people are brought into contact; aspects of inequality, since they try to put people in the same status (Salinas, 2016).

Theory of Innovation and Technological Change,

- **Vision of the classics:**

The classical economists, who witnessed the industrial revolution, must not ignore the importance of change in the technological field, since they do not ignore that said revolution consisted of a gigantic leap in terms of production, which occurred as a result of the new techniques (Martínez, 1987). Here it should be noted that for neoclassicals, "the treatment of technological change remains secondary" (Martínez, 1987, p.10). In other words, for them, although technological change does have a degree of importance, it does not occupy a primary place in their theories. The concept of revolution indicates an impressive change in production processes, reflected in the exaggerated increase in the manufacture of articles, which generated great effects in commerce, agriculture and the population; which in addition to affecting the economic, also affected the social, all product of the technique that transformed the productive and social order (Martínez, 1987)

- **Neoclassical Vision:**

This current, unlike the classical one, does recognize technological change as a highly important aspect. In this regard, Martínez (1987) affirms that "this approach recognizes the importance of technological change, still in force, but its explanation is mechanistic" (p.10). This conception establishes an important relationship between technology and production processes, in the sense that "technology is the function of adjustment or balance between capital and labor production factors" (Martínez, 1987, p.10). On the other hand, it can be said that this neoclassical vision considers that technological change is reflected in equilibrium, in the labor force and in the increase in wages; because "Martínez (1987) also refers that" the higher the real salary, the greater the tendency towards technological innovation "(p.10). This is due, among many aspects, to the innumerable inventory of technologies that lead to various combinations such as capital and labor.

- **Marxista Vision:**

For this current, the reference to technological change is closely linked to the economic process; likewise, based on Marx's approaches, it can be said that the origin of this change is closely related to economic activity, since it responds to the characteristics of market competition. Likewise, this trend considers that technological transformation is deeply embedded in the economic system, since it has a dynamic effect on the economy as a result of its relationship with the capital formation process.

The considerations of the currents before the specific consequences of each other; The Classics, although they change the importance of this change, which they have in the background, and they recognize the transformation of production as a relevant event of the industrial revolution. However, although the importance of said change in production processes cannot be ignored; It is highly relevant, just like what is relevant to the neoclassicals and Marxists, to contemplate the importance of technological transformation, since it is already implicit in the economic system and the aspect of capital vs. employment competition stands out.

2. Methodology

This work was carried out taking into account the results of the document "Retos y posibilidades de la economía colaborativa en América Latina y el Caribe" (Buenadicha et al., 2017, p.1), from which an analytical reflection was made from another perspective, of the impact and challenges of CE, especially in the labor competition of regulations; For which, the subject of CE and its impact on the form of national and international consumption were studied in depth. This work was carried out under a qualitative approach through a deep and interpretive analysis of the results of the initial document. Likewise, an inductive method was used, in the sense that real and current facts of the CE were taken into account in order to arrive at the proposed analysis. For the achievement of the objectives, a review of different literatures, investigations, theories and positions was made, which allowed guiding the achievement of the document of interest, which considered those aspects that, from their own perception, are important for Ce.

This work is of an exploratory type, since an investigation of the main theme was made, through the compilation of secondary sources, achieving an understanding and approach to Ec, its normativity and regulation at national and international level, its consumption modalities and its very nature. As secondary sources, then, the reading and interpretation of scientific journals and documents interpreting other research were used. In order to obtain and process the information, the concepts of Collaborative Economy and Collaborative Consumption at the national and international level were taken into account as the main search and selection criteria. The origin, characteristics and behavior of the model are defined as initial themes. From then on, the proposed analysis of its impact is carried out, especially in the traditional economy. Likewise, it was propitious to inquire about those normative and regulatory aspects of the CE as a recent economic model.

3. Results

As mentioned before, this work includes a reflection of the considerations and inquiries of the document for discussion entitled Challenges and possibilities of the collaborative economy in Latin America and the Caribbean. In this paper the most relevant aspects are exposed, concerns for the proposed objective, which includes the disarticulation of some gaps in the topics of interest of this work, and criticism of them, as well as, many of the conclusions set forth are settled, supporting everything said with criteria of different authors. The development of this text is important for the NI International Business program, given to CE as the main theme of this article, it has a certain impact on this field; because this model opened the spectrum of NI; Well nowadays you can look for a design of something, and the person in charge of doing it lives in another part of the world. We are at a point where the traditional means of doing business have totally changed. This is among many other things, because the collaborative economy is based on something as simple as there is always someone who requires a service or product and there is always someone in a different place who is willing to fill that need.

In relation to all of the above, it is also necessary to understand the advantages that the shared economy generates in IB and more specifically in foreign trade operations, and perhaps many have not considered it; because the simple fact that people exchange products and services among themselves in a more agile and efficient way, promotes the mobility of these forms of negotiating to different countries. Tourism, for example, favors the development of peoples and nations; cultural and social promotion, etc .; turns out to be contributing and relevant to international trade and business.

3.1.Origins and importance of Ce

Buenadicha et al., (2017), in the document in which this reflection is made, affirm that the collaborative economy within its objectives is intended to generate trust at the social level, since trust turns out to be a human behavior that arises within of the framework of a society that transforms the behavior of the subjects; declaring that a society that lacks trust and integrity does not achieve adequate development; Therefore, simple activities become difficult in an environment characterized by low faith; Furthermore, shared consumption depends to a large extent on the trust generated by said model to favor safe exchanges. The distrust, then, regarding the fact of not being sure whether to consent to receive or not the good or service that has been offered, turns out to be in part a central threat to the development of consumer networks (Buenadicha et al., 2017)

However, based on this, it can be said that today, this trust has been exorbitantly enhanced; in the sense that those services and characteristics of the shared economy arouse a considerable degree of trust between unknown subjects, based on information available on the digital platforms of this model; information such as profile data, personal information of other users, number of users and followers, presence on different social networks, comments from the usufructuaries on the satisfaction of the services received, etc. For example. Cavelier (2019) refers that digital platforms that operate within the framework of CE, fulfill, among many other aspects, the important role of generating trust, since the operation of a market in whatever the economic sector must have a component of confidence for their development; Likewise, Cavelier (2019) asserts: "Trust between members of a community is generated due to a repeated interaction in which the promises made between them are fulfilled, generating a reputation that they want to maintain" (p.172) Contrary to the above, Slee (2016) argues that instead of favoring openness and self-confidence in interactions, the CE is generating a new form of surveillance under which workers in this sector are often afraid that someone will disclose them. And while general managers are benevolent about their user communities, the real context presents a more severe aspect of centralized control. Furthermore, "the

CE markets are generating new forms of consumption that are more abusive than ever” (Slee 2016, p.7)

Otherwise, it can be said that trust plays a fundamental role in the functioning of the collaborative economy, being in effect the essence that leads to its execution; however, the financial crisis that has been experienced in recent years, led to the problems of many nations will become more fragile and with it an increase in unemployment; reason why society itself began to search for other forms of subsistence; Taking advantage of technological progress, we find innovative solutions that, through sustainable, insightful and inclusive development, will generate innovative sources of income. However, and according to what Moral and Fernández (2015) say, the origin of these specific practices from many decades after; Thus, its evolution is not only due to the well-known economic recession, but also as a product of a much more extensive dynamic of multidimensional crisis that includes cultural, political, and valuable elements, among others. This indicates that they have risk limits between economic factors such as consumption, service, production, employment, unemployment, they are fading at the same time that sharing, exchange and mutual benefit are being potentiated, this through different tools, stories such as technology with the use of digital platforms, skills, information, knowledge, agility in the provision of services and with the saving of time, spaces, etc.

Something to add and in accordance with Buenadicha et al., (2017) is that trust is indeed characterized by being an essential and determining element in development and continuing collaborative consumption. Well, this trust has been enhanced in national and international consumers who over time have stopped believing in governments and large organizations. This is then manifested through the exchange and barter between strangers, and through significant factors, which have led to a broad and dizzying evolution of the economic model mentioned. Among these factors it is necessary to mention the technological ones:

For technological tools have become a relevant and characteristic aspect in the appearance of CD, among which, according to Navío, et al. (2016) can be highlighted:

Social networks and Society in red: the constant interaction that digital users have on social networks, greatly facilitates the possibility of collaborative economy being exercised; due to different aspects such as the "red effect", which has an important and decisive role in the propulsion and development of said model; also, because it is an instrument used in the CE as a generator of confidence. (Navío, et al. 2016) support companies such as Blablacar or Airbnb as an example, who use social networks as a mechanism for assessing trust, where the fact of not having a considerable number of followers on social networks, for example, generates poor perception.

Based on the above, it can be said that when it comes to sharing and exchanging goods and services, the first step for this activity to take place is trust, so that with it consumers feel the necessary security so that suppliers can potentiate them as customers and with it a future community, which in short is known as collaborative consumption or EC. Said economy contemplates relevant aspects for the progress and well-being of humanity, in the sense that factors that facilitate some people's daily processes and contribute to generate optimal living conditions are attacked. Likewise, it should be noted that the influence that the digital age has on the collaborative economy is very significant, in the sense that it facilitates operations for users who are constantly immersed in the cyber world.

3.1.1. Economic Impact of Ce

Buenadicha et al., (2017) in their document for discussion, state that despite the fact that trust is the essence of the EC, it emerged after the financial crisis of 2008 occurred; because although the technology had already been prepared to be used in P2P intermediation processes, in the early 2000s, the financial crisis led to the termination and establishment of those exogenous conditions required to provoke its excessive evolution. In addition to the above, another aspect that according to Buenadicha et al., (2017) made collaborative consumption a seductive choice in economic matters was

that financial lack that resulted from unemployment and underutilization of economic resources. From own appreciations, these affirmations are not far from the reality; because the economic crisis that has been experienced in recent years has led people to seek other business opportunities, new sources of income and other ways of behaving that allow them to survive in the market. In effect, society faces consumers with different needs, with new ways of accessing the market, consuming and making decisions, with technology as an important resource in a new digital age; which has driven the emergence and continuation of the collaborative economy.

The collaborative economy is growing in a hurry, entering into those usual sectors such as the manufacture of products and the provision of professional and financial services, mainly in the transportation, tourism and accommodation sectors; however, all those activities that are circumscribed in the collaborative economy environment do not really belong to it; Some of its activities are just new business models that have little to do with collaboration. (Rodríguez, et al. 2016).

In the document to reflect on, it is argued that the collaborative economy is not a momentary fashion or just a product of the economic crisis; it is also the future of many sectors of the economy; given that it generates benefits to the transactions executed by the digital platforms of the model mentioned, such as the growth and evolution of the profits of the platforms, which is generated by the alignment of incentives, which cooperate with the generation of income to the service provider (Buenadicha et al., 2017).

In addition to the above, it can be said that consumers are highly relevant for the development of the collaborative economy, since this, within its faculties, allows it to have access to products and services with a better quality and a competitive price. Joint way; especially due to the direct interaction between provider and consumer, while avoiding high advertising and intermediation costs.

This new business model, based on collective power and the connection of peers, through collaboration and the use of underused assets, allows to minimize fixed costs in inventory, infrastructure, employees and intermediaries - and supply demand efficiently and competitively Quintero (2018). In effect, the market becomes more flexible, allowing consumers to access goods and services with a much more optimal cost / benefit ratio.

In this sense, Botsman and Rogers (2010) state that the fact of sharing articles online has contributed to increasing the quality of products; likewise, it has led to the fundamental role of the owners of the platforms, being to foster trust between buyers and sellers, and thus ensure transactions.

This consumption behavior has forced companies that have not yet used the collaborative economic model; to rethink positioning strategies, to implement added value and to open new lines that are better adapted to new consumer needs. Thus:

In sectors such as finance, companies are forced to look at these collaboration models. Multinational companies such as Telefónica with Open Future and BBVA with BBVA Innovation, have created collaborative innovation programs and communities among entrepreneurs, startups and digital developers to stay updated in the future (Quintero, 2018. P. 108)

In this same sense (Buenadicha et al., 2017) they state: “Another interesting metric when considering the economic impact of CE is the volume of investments in nascent companies (startups) in the sector” (p.9). As a personal consideration, it is believed that this statement is not far from reality, since startups, as emerging companies, tend to be applied to new organizations supported by innovative technology that favors rapid growth.

In this order of ideas, and by way of reflection, it should be said that in Latin America in particular, the collaborative consumption model is relatively new, since applications and platforms have emerged in no more than 10 years; however, even when it is a young system, users have adapted easily, basically because they have discovered the benefits it generates; in the sense that there is more flexibility in the market and greater agility in the provision of services.

The considerations of Buenadicha et al., (2017) reveal the particular interest of CE for Latin America, which is based on significant challenges and challenges to which said model can cooperate for its solution. This interest also starts from the fact that CE tends to be a useful tool to face the problematic situation of inequality in the region; likewise, this, through digital businesses, can open doors to opportunities for social and economic inclusion; Thus promoting the creation of small companies, and allowing any member of society to offer products and services with few barriers to entry, in exchange for some type of remuneration (Buenadicha et al., 2017).

Latin America faces multiple challenges with the appearance of CD. Entrepreneurs and creators of small organizations do indeed generate benefits for society by creating shared value, leading this whole boom in common development through the use of digital scenarios. In this sense, the CE through its characteristics has the ability to generate large and significant profits, facilitating access to nascent products and services, reducing the environmental footprint and favoring an equitable distribution of capital; Furthermore, it promotes the possibility that people develop social values related to barter and exchange through the use of digital platforms. Thus, as long as a pertinent regulation of the activities of this model is achieved, different sectors of the traditional economic system can be incentivized, in the sense that it encourages them to adapt to the new one, while promoting much more innovative options for the consumers.

A challenge and even an opportunity that Latin America faces with the CE is the increase in foreign trade activities, since it currently lives in a world immersed in an absolute process of globalization, so you must be aware that the companies that require they improve their competitiveness, not only with respect to national companies, but also with international ones; because there is currently an interdependence of world economies, which indicates an irreversible trend; This is evidenced by the fact that foreign investment may have exceeded a third of world GDP before the crisis, while world trade grew somewhat; however, the appearance of economic agents leads to reciprocal investments in the economies of the countries; therefore, the globalization of the economy requires a closer relationship between competition authorities at the international level. In this sense, it should also be pointed out that international cooperation between competition agencies must face the management undertaken by the challenges of globalization and promote this convergence of competition practices applied throughout the world (García, 2018).

3.2. Positive Analysis of CE

Buenadicha et al., (2017) in the document on which the reflection is made, sustains that both the media and many reports related to CE generally simplify the actors of said model, and always make references to new companies and they focus more than anything on those best known cases; however, there are various actors, multiple sectors and perspectives on the functioning of the CE that need to be properly conceived in order to advance with the analysis of the budding industry; Thus, the CE contemplates many more actors, such as for-profit entities, such as Airbnb, BlaBlaCar, LittleBigMoney, 5Bogotá, etc. ; Social enterprise / Cooperative / Empresas B, such as Asociación de Bancos de Tiempo, La Colmena that says Yes, etc. ; Non-profit, such as Goteo, Shared Gardens, Freecycle, etc. ; Community, such as Socialtoy, Community Gardens, Consumer Groups, etc. ; Public sector, such as municipal libraries, public bicycle sharing services, Reparar millor que nou (AMB), etc. Notwithstanding all of the above, and from a personal appreciation, it can be said that in addition to those already mentioned, the actors of the CE are themselves the individuals who, with the culture of sharing and collaborating, and with technological evolution, have modified those models of the traditional economy, which has meant that traditional organizations have to adapt to

this collaborative culture in order to retain clients and sustain themselves over time and adapt to the incorporation of social experience platforms; In addition, brands gain strength as they promote interaction and connection between consumers, which is highly relevant for obtaining optimal and profitable results from commercial transactions. Here, it is worth highlighting the position of Gansky (2010) who refers that the development of the collaborative economy should be understood only as a change in the behavior and attitude of consumers, who are ready to try new experiences, so they do not hesitate to substitute the brands or products to which they used to be faithful by recommendations among peers; also adopting a more environmentally friendly behavior of consumption. This confirms the assumption that this new model generates many consequences for the different sectors, basically leading to direct competition between the common activities of traditional companies and the sharing process, or the exchange of products and services among peers.

Returning to the issue of CE actors, it should be mentioned that those mentioned initially are of utmost importance for the creation of differentiated public policies that promote the characteristics of those activities that administrations consider relevant for a responsible economy; and also hinder those that are inappropriate for them (Buenadicha et al., 2017) Well, even though the CE has a number of positive aspects, there are some unions that can be affected, such as the taxi drivers' union and the For this purpose, governments have the power to establish policies that lead to reducing this situation, such as special licenses for operators or some type of compensation for those who are harmed (Méndez and Castaño, 2016). In this regard, it can be said that considering that the collaborative economy is a relatively new model, there are risks that companies tend to face; because given that the markets are not prepared for drastic changes; with the emergence of this consumption model, many of them have to settle or adjust to changes; such is the case of Taxis with the provision of the particular Uber service. Another risk has to do with labor intermediation; since people want to work with much more flexible schedules or to manage their own schedules but with the benefit of social security; while the contracting party thinks that by paying all the benefits the business will not obtain the expected results; what defines these events as a regulatory problem; as mentioned in advance.

For Buenadicha et al., (2017) the CE has the following:

A model structured on channels and technological participation platforms that are autonomous and independent and that have based their transactions on the basis of trust and reputation. The CE models are hosted on digital platforms that allow supply and demand to be connected dynamically and in real time (p.16).

These types of platforms are bidirectional or bilateral (two-sided platforms; which work in those markets that are characterized by having a group of users who establish an externality over different others, through digital platforms that put them in contact with Buenadicha et al., (2017). Certainly, the roots of CE come from those ancient forms of business such as barter, however, it has a boom due to its particular and bidirectional characteristics, which synchronize suppliers with consumers. mention is made of the EC's own electronic tools, which can be extremely useful for users, in the sense that they facilitate access to the service, can offer a welcoming, pleasant and safe space for the consumer. In this regard, Quintero (2018) states that "this trend shows the evolution in the consumer of digital economies and platforms, who retakes practices old like barter, rent or loan "(p.103). A clear example of this is the automotive sector; which is one in which the collaborative economy has had the most influence and which can be accessed quickly and agilely; positioning it as an ideal method for developing new ways of diversification; the aforementioned as a result of the new boom in the collaborative economy, which has managed to show changes in the well-being of users in terms of new business models in the transport sector, among which Tapsi, Easytaxi, among others stand out; which offer elements that have a positive impact on the quality of the service, such as safety, cleanliness, comfort, health and other aspects that allow the service to be adapted according to the user's need for time and financial availability. (Ortiz, 2016).

In relation to the above, it should be noted that there are electronic platforms that allow those who offer road transport services and those who demand them to establish a communication bridge in an easy and practical way; reason why these platforms happen to be intermediaries between the users and the transporter. (Vázquez, 2017).

In this context, the CE must be considered to transcend whenever its consumers transfer data information to the digital platforms of the collaborative economy; because the connectivity opportunities offered by new technologies together with technological platforms have led to the development of new consumption habits, while generating more efficiency; which has to do with the participation of aspects such as accommodation that provides physical spaces for their use and transportation through rent and private use; among others. All these activities typical of the collaborative economy, in effect, allow this consumption model to transcend when users supply certain information to said technological platforms. In this sense, Quintero (2018) refers that applications in the collaborative economy have developed technological options that allow users to comment, rate and provide information on how to use it, thus managing the use of data for individual or collective benefit. And in this way establish conditions of use, as well as technological optimization and changes in customs and forms of consumption.

For Buenadicha et al., (2017) trust is the basis of the success and operation of bidirectional platforms, which is evidenced by the transactions carried out through them. In addition to the above, it can be said that such trust is also achieved by reputation and the provision and collection of data on digital platforms. Quintero (2018) gives the example of Uber, where the corresponding application obtains information from users and their drivers, such as the rating of the service, for example, which favors the generation of a reputation pattern that provides both the user as the driver a trustworthy value for future services. A similar consideration is given by Ferrer & Mudén (2019), who report that the current accommodation platforms, in addition to the scalability resulting from a marginal cost of almost zero or for each new user, reduce the asymmetry of the information due to greater access to information. Same, achieving that at the same time consumer uncertainty is reduced when requesting the service; which is largely due to the reputation generated in them and the profiles validation systems that the same platforms carry out.

The activities to which mention has been made, especially accommodation and the low information asymmetry, allow users to increase their trust; likewise, the effects originated by the network manage to generate value with the users that appear, this indicates that a greater offer is produced when new announcements are published through the network, and with it greater competition; as well as much more faithful and potential demand arises with new users, which is reflected in higher profitability.

3.3. Normative analysis of the EC

Regarding the regulatory environment of CD, and as part of a situational analysis to provide knowledge focused on action and generation of appropriate strategies in the formulation of public policies for the inclusive evolution of CD, Buenadicha et al., (2017 , p.23) supports the following:

The CE affects a wide spectrum of legal norms in various fields: competition between companies; labor relations within platforms; fiscal obligations, and the protection of users (...) The polyhedral dimension of the CE often means that the laws of our regulatory system, designed to regulate stable or consolidated markets typical of the Industrial Economy and without being subject to change Technological disruptive features of the Digital Economy, lack an appropriate legal solution to situations that occur in a digital environment. The frenetic technological evolution, with its changing reality, complicates the task of anticipating the legislator to new horizons (p.23).

In this regard, it is also necessary to mention that the CE has some characteristics that presume a challenge for the use of standards, which need to be analyzed by public administrations.

Although it is true, the CE and its innovative business system turn out to be a model of innovation and disruption; that in addition it is usually a fruitful source of opportunities that promote social welfare; however, in Colombia some of its activities have not been legally regularized, in the case of platforms such as UBER and the like. Which has been controversial, especially by the taxi drivers union.

However, all of the above, it is worth noting that it differs from direct competition, it is the consumers who have exorbitantly accepted the economic system; the reason why they are the ones who supply information to the platforms, in order that it is lately belonging to the databases of consumer preferences and lifestyles, to the applications that can improve the way they work and their business style; as well as creating a positive reputation that manages to generate confidence in consumers so that they become loyal customers, and at the same time cooperate with the importance of the consumer model.

Among the sectors most affected by the regulations are transportation, automotive and accommodation. Indeed, this consumption trend has led to large companies in the automotive sector being forced to take actions regarding marketing and positioning strategies, given that users prefer to rent ground transportation vehicles rather than buy. However, some services such as Uber for example, have had regulatory problems to circulate in some countries, including Colombia; since "they have been branded as illegal and incurring unfair competition" (Sánchez, Avendaño, Coronel and Castellanos, p.8) in relation to this, Ortiz (2016) maintains that in countries such as Spain, Mexico, India, and the Netherlands and Colombia, these problems are due to factors such as the lack of regulation and legalization by the state, the evasion of taxes, the lack of permits for drivers and unfair competition; such as dubious honesty practices such as dumping, deception, confusion, customer diversion, etc. This situation is evidenced in the rejection shown by the taxi drivers' union, who have definitely been the main ones affected by this type of public transport.

Notwithstanding the foregoing, and as published by Quintero (2018), in Colombia there are applications such as "Voy con cupo", a carpooling platform that manages to connect drivers and passengers traveling to the same destination in different cities in Colombia; Similarly, Float Carshare, a company that has a carsharing system, was scheduled to enter by then, allowing consumers to rent cars for up to 24 hours a day, every day of the week. This situation is a faithful example that as time goes by, this collaborative consumption modality contracts much more boom and force; as a result of a consumer that finds satisfaction to their needs in a more agile and economical way.

Buenadicha et al., (2017, p.23) in their document for discussion, raise the question that "What has been the response of public authorities to pressure on existing regulation?" (p.24). To which they state that there have been two main types of responses from public administrations; where the first has to do with limiting and prohibiting the function of those organizations that work under this modality; for which they have been based on the restriction that was imposed on new competitors to exercise their activities in the market subject to a legal monopoly for the benefit of organizations that are already established; However, the restrictions of this approach have led various jurisdictions to adopt a much more careful position, which initially seeks to understand what needs to be regulated and from then on establish the pertinent modifications to the regulations and adapt them to the current reality. (Buenadicha et al., 2017, p.23).

On the other hand, in the document subject to reflection, Buenadicha et al., (2017) suggest that regulation should distinguish between those situations of those who provide occasional services through digital platforms and those who do so through regular and legally authorized work; since it supposes that those who do it in a professional way can continue to demand a certification; such as

the food handling card that could be required of both those who cook in restaurants and those who offer food in their own home. In this same sense, (Buenadicha et al., 2017) argue that in order to promote the development of this type of consumption, it is necessary to carry out a regulatory review for each sector, based on identifying the current barriers to entry and assessing specifically the need and proportionality.

In this order of ideas, it should be mentioned that even when the intervention by the state is essential and highly relevant in an economic policy such as the one that is in place, it is necessary for it to respond to measures that are aimed at achieving fundamental objectives such as mutual good and self-protection for autonomous competition.

From their own perception, it should be said that although there are many who are not in favor of some activities of the collaborative economic model, especially those in the transport sector, who also base their arguments on the lack of regulations that, according to them, affect the final consumer; There are those who do agree, such as users, for example. Well, it is not entirely true that passengers or taxi drivers themselves are affected in the case of the taxi drivers' union, given that, in the first place, these new modes of transport are designed so that they can only be taken through digital platforms, which indicates that taxis continue to have the possibility of obtaining clients in different places; in addition, in many Colombian cities, for example, and especially at special times of the year and at peak hours, there is a shortage of this means of public transport; therefore, in those situations, services such as UBER would not be taking their clients given that in a certain way it would be a demand that the opposing carriers would not have the possibility to satisfy.

Buenadicha et al., (2017) in their document for discussion They explain that the reduction of entry costs, which are generated by technological innovation and the use of digital platforms, constitute a great incentive for competition, since one of the most important concerns presented is that companies ask that the playing field be leveled; in the sense that it does not turn out to be equitable the fact that those organizations whose economic activity is the same, are treated in a different way. In relation to this, they refer that the internet, for example, has within its characteristics the fact that it requires fewer permits to operate; such is the case of YouTube that requires minimum requirements for the creation of a channel; which has led to the modification of existing regulations for internet users; This is reflected in the disappearance of market access costs caused by technology (Buenadicha et al., 2017). These advantages in terms of operating costs are, in part, what generates the dissatisfaction on the part of the operators of the traditional sector about the regulations that make fair competition impossible, stating that said model works as unfair competition.

Although one is quite in favor with the operation of the collaborative economy, it is necessary here to consciously manifest the reality of unfair competition by the collaborative economy, which is based on the operation of services that have not yet been regulated like UBER, Cabify, Airbnb, etc., it can also be said that such unfair competition is based on the fact of offering goods and services at excessively low costs compared to those of traditional companies, which have led loyal customers to choose due to the use of digital platforms, however, not only low prices attract customers, as noted throughout this article, there are many incentives for the activities of this model that manage to gain trust and retain customers, such like agility and time; accommodation and comfort; The good deal; failure to travel to place an order; among others.

With the aim of defending the CE as the owner of unfair competition activities, it should be said that users choose to make use of the EC's digital platforms, because they currently live in a globalized world where technology plays a significant role; Thus, with the revolution of new technologies and the subsequent emergence of the collaborative economy, world consumption standards have changed in an exorbitant way. In effect, the digital consumer chooses to access that system in which products and services are shared and exchanged through computer sites that are positioned as providers of better service; which influences the purchase or sale decision.

In this regard, Quintero (2018) argues that social networks, technology and collaboration through digital platforms lead to the user being able to consume products, avoiding saturation of them by not purchasing them, which can manifest itself in alternative behavior. Consumer that focuses on acquiring experiences rather than possessing goods or objects.

In this regard, it should be said that the internet is a tool that has created the possibility for small brands to promote their products and / or services virtually, and thus have direct contact with consumers; In addition, advertising is much cheaper and more accurate, given that it facilitates the acquisition of a large number of clients; since a considerable part of society has put itself at the forefront of the use of the internet and social networks as an everyday activity. Because the globalized world, in which the digital age predominates, social networks offer these brands the possibility of being more competitive.

3.4. Recommendations Regarding CE Regulation.

Given all the regulatory barriers to CD, as these new types of businesses that operate through digital platforms have generated uncertainties regarding regulation, it is necessary to provide answers to questions that arise in relation to the way in which these should be addressed. , (Buenadicha et al., 2017) in the document that is reflected, they refer that a first practice that must be considered is that the CE platforms do not depend on credentials and permits if they only operate as intermediaries between users; Contrary to this, distributors could be subject to legal authorizations and permits; However, even when these platforms manage and organize the selection of the distributors of the underlying services, and the way in which they are provided, the possibility of considering these platforms as providers and providers of the services continues to be evident.

As mentioned in advance, Uber has had regulatory problems not only in Colombia but also in countries such as Spain and the Netherlands. Likewise, the regulation of Uber in California, with the emergence of the "Transportation Network Company"(TNC), turns out to be a clear example of that intermediate path that forms a light license; In this case, those cars that want to be used for said figure must have an identifier, but it is not necessary that they have to be painted in a certain way or that they must incorporate a taximeter (Buenadicha et al., 2017).

Regarding options and levels of regulation, it is necessary to highlight the case of the regulatory norms of collaborative financing platforms in various countries; for example, in "Spain or the United Kingdom they regulate the collaborative financing of capital (equity crowdfunding) and P2P loans" (Buenadicha et al., 2017, p.42). In Spain, the main commitment and obligation of these platforms is to obtain authorization from the National Securities Market Commission (CNMV), which is the one that supervises these platforms; likewise, the law establishes relevant safeguards for investor protection; also requiring full transparency and limitations as a requirement to avoid conflicts of interest (Buenadicha et al., 2017, p.42). In this regard, Salas (2019) maintains that Spain issues Law 5 of 2015, which establishes concise rules regarding the use of collaborative financing platforms, designating some minimum operating requirements such as authorization to operate, registration, control of information and verification and validation of financial conditions.

But we must not leave aside the case of Colombia, which has still been in the analysis and regulation stage regarding the use of collaborative financing platforms, since until July 31, 2018, the Ministry of Finance and Credit revealed Decree 1357, which seeks to regulate such activity, its operating standards, the operation of the required infrastructure and the disclosure of information (Salas, 2019). From the above the question arises, does Colombia indeed have the possibility of achieving the necessary balance to offer security to the actors who would participate in the collaborative financing process? In relation to this, it should be noted that the Colombian government realized and understood that through the new technologies in which the collaborative financing platforms are

framed, the economic and industrial development of the nation is also achieved; reason for which they require regulation (Rooms, 2019).

In this sense, Salas (2019) reveals that Colombia chose to regulate crowdfunding that has as its purpose the economic profitability that arises from business, agricultural, commercial industrial or service activities; and does not include social crowdfunding in its regulation. Thus, and as stated by Salas (2019) Decree 1357 of 2018 basically regulates the following aspects:

- Authorized entities
- Requirements and authorizations
- Functions of collaborative finance companies and obligations
- Minimum information
- Reports
- Maximum amounts of financing
- Rules on contributors
- Emission requirements
- Circulation processes.

In addition to the aforementioned cases, it is necessary to include here that of accommodation regarding their participation in the collaborative economy, especially with regard to Colombia; since the tourism and hotel sector has faced in recent years a great transformation forged by the technological revolution, basically due to the emergence of the collaborative economy. According to (Tussyadiah and Pesonen, 2015), this consumption model is being the most affected by the shared economy, basically based on decisions about the travel destination, the increase in the frequency of travel, the time of duration of stays and products and services consumed during the trip. For their part, Rodríguez, et al. (2016), affirms that "the tourism sector has gained great prominence in this area, especially in aspects related to transport and tourist accommodation" (p.279). Collaborative accommodation manages to raise different questions and perceptions to the user, related to the experience they live through direct contact with homeowners, greater comfort and flexibility and a community of users married to AirBnB-type platforms that initially guarantee good quality of housing; which means that guests have the opportunity to live an authentic experience and are not treated as ordinary tourists (Stors and Kagermier, 2015).

However, there is no regulation in Colombia that regulates and / or defines the legality or prohibition of Airbnb-type platforms, which translates into a regulatory vacuum that allows Airbnb to be considered to compete unfairly against traditional companies in Colombia. of this sector that are regulated by the country's law (Corrales, 2018). This service, typical of the collaborative economy, affects the tourism and hotel sector in terms of job creation and tax contribution; likewise, the non-regulation "allows negative externalities caused by the leasing of real estate destined for housing to spread, such as: health and safety problems, the devaluation of real estate and tax evasion" (Corrales, 2018, p. 8). In addition to the above, it is worth making a small digression on the question that arises related to the turn that the hotel tourism sector may take in the event that this modality is regulated and consumers must pay tourist taxes and fees for the service, which possibly will increase current rates. In this sense, Corrales (2018) suggests that it is necessary to create in Colombian legislation an effective and concise regulation of Airbnb and other hosting platforms, whose primary purpose is to favor both consumers and the economy as a whole. In addition to the aforementioned, it is necessary to highlight that at the international level a legal category is revealed that is named the state direction of the economy, which is primarily in regulation when the context and facts require it, this means for example that when it is necessary to correct market failures through limited intervention to solve those failures; thus, state intervention also has limits, since said intervention is subject to the principle of legality, in the sense that the activity and operation of state power is regulated by law, which endorses and promotes respect for individual rights. . On the other hand, Cavelier (2019) states that the public official does not have the legal authorization to act,

unless a rule allows it, this means that it is the law that dictates and allows the state to intervene, thus things, this it affects that the exercise of the state of regulation of the economy is exercised with some conditions; such as:

- (i) The regulation must come from an administrative entity; (ii) its objective is in the general interest according to the law that authorizes it; (iii) affects inherently free economic activities under the Constitution, to rationalize their exercise or control their activity; (iv) reasonableness, proportionality and restriction, that is, with the least possible degree of interference; (v) should be used only when there is a market failure to correct it (Cavelier, 2019, p.179).

In this respect it can be said that the regulatory exercise of the states needs to be quite agile, technically oriented and sensibly directed, thus, the state cannot behave ostensibly unreasonable or excessive; every time he is exposed to the fact that his actions are indicated as unconstitutional Cavelier (2019)

In relation to all of the above, it is necessary to mention that the Colombian state has conveniently faced an over regulation that in a certain way has had an impact on those economic sectors that are usually more protected and that in some way have led to inoperations in value of the under the protection of users, which on many occasions and more today, have been replaced by those aspects of self-regulation that collaborative activities provide through digital platforms.

Buenadicha et al., (2017) recognize that the European Commission suggests regulating according to the degree of production and professionalization of economic activity, however, they question about where the limits between the various levels will be placed and what metrics to use ?; To which he replies that it will be different depending on the sector. This assessment turns out to be appropriate regarding the divergences of the regulation of the CE, since it facilitates the understanding of the current situation and the way in which this whole issue of regulation must be dealt with, in addition to how developed countries have handled it. In the European Union, for example, market access was regulated by digital platforms and the distributors registered to them; thus, the authorities establish conditions for subjects to provide paid services in specific markets, such as the transportation of people; This may refer to licenses for the execution of business activities, and the granting of minimum quality permits, such as in the accommodation sector, may require a minor requirement such as that the building has insurance or that the rooms have some special feature. (Cavelier, 2019).

Buenadicha et al., (2017) in their document suggest the following for CE:

The general regulation should come from the upper territorial level to facilitate the action of these economic agents at a global level. However, there are a series of local or regional features that a regulation coming from such a remote territorial group will most likely not be able to satisfactorily address. Therefore, it is understood that the closest public powers (national, local or autonomous) establish some additional conditions regarding the exercise of the activity that will have a direct impact on their territory (p.43).

In this regard it can be said that it is highly relevant that all those relevant authorities maintain a relationship and cooperation, in favor of a better purity and transparency of information, regulating the information that is intended to be collected from users and those aspects that influence the definition of prices. In addition, it is necessary to support the regulation for those activities of the CB due to the presence of market anomalies, such as the irregularity in the information provided; therefore, the Superintendency of Industry and Commerce (2018) states that regulatory intervention must be based on the basic principles of any effective economic regulation; such as:

- Principle of Necessity
- Causality Principle
- Principle of Social Rationality
- Principle of Competitive Efficiency
- Principle of Ideal Information
- Principle of compatibility of competition incentives
- Regulation Principle with a dynamic vision (Superintendency of Industry and Commerce, 2018).

But this regulatory problem not only occurs at the international level, in Colombia it is perhaps even more prominent, because as mentioned in advance, and according to Yanitza (2019) access to work through collaborative platforms does not have state control Colombian, since there is no regulation by which the service provider workers are protected, making informality and precariousness spread; Furthermore, the way to access jobs is the result of those changes in the economy and the subsequent demands presented with the lack of regulation.

In addition, and as Yanitza (2019) refers, the regulations that currently exist in Colombia do not respond to those needs of workers who operate under this model; because access to collaborative digital platforms is open, and can be used by any individual in accordance with ICT Law 1341 of 2009; where it is established in art. 15 “Promote, in coordination with the competent authorities, the regulation of paid virtual work, as an employment alternative for companies and an opportunity to generate income for citizens from all social strata” (Yanitza, 2019, p, 159). However, there is no regulation that protects workers who provide services through digital platforms; what exists so far is a draft law for the regulation of digital work in Colombia, which was presented in 2018.

Now, "who should be subject to regulation?" (Buenadicha et al., 2017, p.43). In this regard, Buenadicha et al., (2017) in the document on which they reflect, state that rather than determining what should be regulated, it turns out to be more interesting to determine who should be regulated. For this, it is necessary to distinguish those providers that function as professionals within digital platforms, from those individuals who offer their services occasionally; however, being able to identify this situation is a process that is not yet adequately standardized and those who are doing it execute it in a non-consensual way; therefore, the European Commission has defined and established three mechanisms that lead to differentiating between professional conduct that is subject to special requirements, and one that is not professional, such as the frequency of activity on the platform by the provider, the generated turnover and profit motive in the activity.

Thus, the CE in Colombia has a great challenge regarding the application of regulations that exist; since it is not consistent with the reality of the country's working environment, much less necessary options have been presented to facilitate the understanding of this phenomenon; since with today's regulation, it is quite difficult to distinguish between an independent worker and an employee who works for another.

In sum, and based on all of the above, it is argued that with the emergence of CB, through which two-way consumer relationships are established through exchange and collaboration between the parties, a form of business has been established through the which anyone has the possibility to access the market through digital platforms. Some operators are professionals and others are just people who decide at any given time to offer a good or service. This modality, although it has been widely accepted by consumers in Colombia, and especially by digital natives, who are those individuals of the last generations, is subject to irregularities, disloyalty, fraud and non-compliance in operations by those non-professional operators; for this reason it is necessary to regulate all those activities typical of the CB, due to important aspects such as the use of public space, labor, commercial aspects, and the type of contract for the different activities of this model. Furthermore, even though to a large extent these applications are nourished by trust and reputation in the market, there is a need on the part of governments to regulate these forms of commerce, due to the lack of knowledge that the

Internet generally produces. On the other hand, it is concluded that all this boom in the collaborative consumption model is becoming a culture at a national and international level.

Buenadicha et al., (2017) supposes as a great challenge of the regulation and evolution of the CE to the Management of the Change; because before delaying the change, it is essential to establish mechanisms that lead to mitigating and reducing the conflict caused by the disruption, in order to process those related changes as quickly as possible. According to Buenadicha et al, said mechanisms could contemplate the following:

- 1) Investments made that are necessary to access the market according to current regulations;
- 2) The time the investments were made;
- 3) The moment in which the regulatory modification occurs;
- 4) The intensity of the change, and
- 5) the factor relating to the recovery of investment (adjustable to each market and which must take into account the existence of extraordinary benefits for having operated in markets restricted to competition).

However, these types of mechanisms have not been applied. In Colombia, the CE is in an embryonic state as far as laws are concerned, since it does not yet have a structured legal framework.

4. Conclusions

As a result of globalization, technological progress is constantly being made, in which the digital age allows borders to be crossed and relationships to be established with people from all over the world. These technological tools are changing the types of common businesses for those that focus more in satisfying the needs of consumers. Since the industrial revolution and the emergence of the collaborative economic model, a transformation has been generated in the way of consuming goods and services, especially in sectors such as transportation and accommodation, which has strongly impacted the traditional economic system. This model is strengthened in trust as a key point for its operation, as a result of the shared information from users, which serves as evidence of the effectiveness of the activities. However, it cannot be denied that clients are subject to unprotection because they are informal systems that are not regulated; compared to traditional jobs that offer all guarantees; including social benefits.

Regarding the origin and importance of the current Ec, it should be noted that with its birth, determining and highly relevant factors concurred, which have led to a great evolution of it; such as (i) social factors, which drive the collaborative economy for the benefit of society; (ii) economic factors, which seek to improve people's economic conditions; (iii) the technological factor, since these tools are a relevant instrument for the proceeding of the Ec; given that they are the main means of communication between the parties. In this order of ideas, CE has within its characteristics aspects that contribute significantly to the development and well-being of people, such as the aforementioned factors. Thus, the collaborative economy creates new challenges for the activities of the different sectors in which it is carried out; such as transportation, tourism, the financial sector, etc. Additionally, it should be noted that this model seeks to build trust in society and has managed to potentiate it because of the information provided on digital platforms. This confidence was strengthened after the 2008 financial crisis; which allowed a greater evolution of said model, given that it became an option for unemployed people, who also had the possibility of working on their own.

Although it is true, the CE has many positive aspects, however, there are unions that are affected by the operation of this system, such as taxi drivers with the operation of applications such as Uber, for example, collaborative hosting, etc .; This has been widely criticized and characterized as forms of unfair competition. But beyond affecting these unions, the CE offers attractive and favorable aspects

for consumers, such as agility in products and service provision, low prices, peer to peer that is based on exchange between individuals. With mutual benefit, etc. And it is also a source of income for many people.

The regulatory problems of the CE have been evident, since this model includes an extensive field of legal norms, within which it is worth highlighting the protection of users, labor competencies and labor relations within the platforms. In effect, the sectors that have been most affected by the lack of regulation of this system have been those previously mentioned such as transportation, automotive and accommodation; for this reason, related companies have been forced to take actions based on marketing and positioning strategies for their brands, products and services.

On the other hand, it can be said that given that this model has made significant contributions to the country's economy and that consumers have accepted it in an incalculable way, it has been recognized that its regulation is essential for business establishment. Although it is true, given the lack of regularization of the model in question, and given the impact it has had on society, the need arises for the state to take action and establish related public policies; one of those challenges could be Change Management. However, this model has particular characteristics that pose a challenge for establishing standards, therefore they need to be analyzed by the state and the public administration.

In sum, the collaborative economy has a notable impact on different economic and social sectors and at the same time transforms the way in which services are offered and contracted; this is done through digital platforms, indicating that new technologies are determining and necessary for the operation of this collaborative consumption model.

It should be noted that the model mentioned is broadly related to international business, given that it is specifically based on the exchange of goods and services, which can be carried out at the national or international level. This economy opens the doors to international markets; since through digital platforms and other characteristics of the collaborative economy, such exchange is facilitated.

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